

Central Mississippi River Regional Planning Partnership Meeting

27 August 2020

7:30 am, Sherburne County Government Center, Maple Room
<under COVID-19, meetings are either in-person or virtual; see
[Agenda](#) for dial-in information>



Routine Business

1: Introduction

1. Introduction

- Welcome and call to order
- Introductions/roll call (in person and online)

2: Agenda

2. Action: Approve agenda

Routine Business:

1. Introduction
2. Agenda
3. Previous meeting draft notes
4. Treasurer's Report

Action Items, Issues:

5. Framework 2030 engagement, adjust/clarify Round 2
6. Engagement commitments; communications issues
7. Date for planned Partnership workshop with FHWA and MnDOT re: river crossing process, regulations, etc.

Discussion or Information Items:

8. Round 1 engagement analysis and trends
9. Conceptual direction for Framework 2030
10. Update from July Resolutions of Understanding
11. Future agenda items

3 & 4: Meeting Notes and Treasurer's Report.

3. Draft notes from previous meeting:

- **Action:** Review/revise; approve
- Note: Deb Schneider is leaving Wright County and new person will be in place by Sept meeting

4. Treasurer's Report Financial Update

- For reference if needed: 2019-2021 Budget and Interim Financial Report
- **Action:** Review/revise; approve



Action Items, Issues

5: Framework 2030 Round 2 Engagement, adjustment

5. Adjust/clarification of Round 2 Engagement

- a. *August* meeting: Planning Next (PN) brings Round 1 engagement analysis and trends for Partnership review, and guidance for draft strategies/actions
 - b. *September* meeting: PN brings draft strategies/actions
 - i. For Partnership review and brief discussion
 - ii. For Partnership authorization to launch Round 2 engagement seeking stakeholder *feedback* on draft strategies/actions
 - c. PN will be ready with draft strategies/actions by mid-September. Per feedback from Partnership members, the Executive Committee recommends moving the September meeting to _____; this will allow more time for Round 2
- **Action:** Review/revise; approve new Sept meeting date

6: Engagement, Comms

6. Engagement, communications

- a. In-person engagement for FW2030 Round 2:
 - i. Before or after regular meetings of elected bodies
 - ii. Same content across jurisdictions (“traveling road show”) *and* comparable to parallel online engagement
 - iii. Content and engagement materials provided by PN and Liaison Team
 - iv. Hosted by local Partner with fellow elected officials and supported by local planning and admin staff
 - v. In-person and online results combined
 - vi. **Action item**: ID volunteer hosts + dates in Sept and Oct
- b. Website issues:
 - i. Recent stability problems; resolved by Monticello staff with new support from Sherburne Co staff
 - ii. Budget includes funds for paid troubleshooting spt if needed

7: Date for planned Partnership workshop with FHWA and MnDOT

7. **Pick a date for planned partnership workshop with FHWA and MnDOT Re: river crossing process, regulations, etc.**
 - a. At July meeting, November was suggested
 - b. Some Partners have indicated it would be helpful to have this in October
 - c. Provide direction on desired timing so staff can explore options and plan workshop
- **Action:** discuss/approve workshop timing

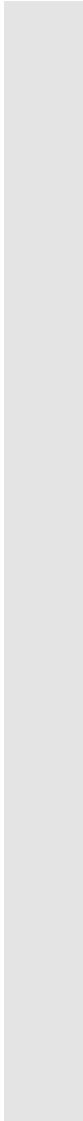



Discussion, Information Items

8: Round 1 engagement analysis and trends

8. Round 1 Engagement Overview

- [Round 1 engagement analysis and trends Report](#)



Framework 2030 Round 1 Engagement Report

Round 1 engagement findings

Approach to today's reporting and discussion

1. Review of the process
2. Present the report outline and best uses
3. Present overarching themes
 - a. Review select questions themes
 - b. Review stakeholder group analysis
4. Discuss next steps: **Conceptual Direction**


Round 1 engagement process

Round 1 Engagement Overview

- Round 1 Survey was available from April to July 1
 1. Online survey through Survey Monkey
 2. Distributed through email, social media, etc.
- Four different surveys went out to the identified key stakeholder groups
 1. Organizations
 2. Employees
 3. Elected and Appointed Officials
 4. Community Members
- [Full response compilations available](#)
- [Focus today on overarching themes, report](#)

Round 1 engagement process





Round 1 Survey Review Methodology

- a. STEP 1: **Compiling** - collecting and organizing all survey responses, and developing full comment compendium
- b. STEP 2: **Databasing** - collecting all feedback into single spreadsheet for comparison, organization, and categorizing
- c. STEP 3: **Categorizing** - initial review of the database for objective topics
- d. STEP 4: **Theming** - subjective themes across categories
-  e. STEP 5: **Final Reporting** - presentation of findings

Round 1 engagement process

By the Numbers

- 4 tailored surveys
- 18 unique questions

ICON	STAKEHOLDER GROUP	TOTAL PARTICIPANTS	TOTAL COMMENTS	LINK TO COMPILATION
	Community Members	500	2,564	Round 1 Community - Compilation with word clouds.pdf
	Employees of public, private, and nonprofit organizations	553*	3,056	Round 1 Employees - Compilation with word clouds.pdf
	Leaders of public, private, and nonprofit organizations	96	569	Round 1 Organizations - Compilation with word clouds.pdf
	Elected and appointed officials	76	961	Round 1 Elected-Appointed Officials - Compilation with word clouds.pdf
	TOTALS:	1,225	7,149	

Round 1 engagement report

Report outline and best uses

- Outline
 - 1. Introduction
 - 2. Overarching Themes
 - 3. Question-by-Question Analysis
 - 4. Stakeholder Group Analysis
- Window vs. full view
 - Report presents representative responses from the full review of the comment database
 - Access points are provided throughout to verbatim comment lists
 - Quotes included to give a sense of the tone

Round 1 engagement overarching themes

Common Objective Topics

- Making sense of the comment database
- Emergent Objective Topics
 1. Assets & Amenities
 2. Built Environment
 3. Community
 4. Economic Development
 5. Education
 6. Governance & Leadership
 7. Housing
 8. Mobility
- Sub-topic designations

After a thorough review of the 7,000+ comments, several overarching themes emerged. Some words of interest ...

Community

- Connections to people & place
- Small town feel
- Organizations & civic infrastructure
- Education
- Regional Identity

Opportunity

- Economic expansion & diversification
- Land planning & management
- Vibrant places & spaces
- Youth

Location

- Advantage
- Demand
- Assets, amenities, and resources
- Regional connections and access

Growth

- Housing
- Connections
- Economic Expansion
- Special projects

Leadership

- Collaboration
- Governance
- Strategic thinking
- Proactivity

We'll return to these soon ...

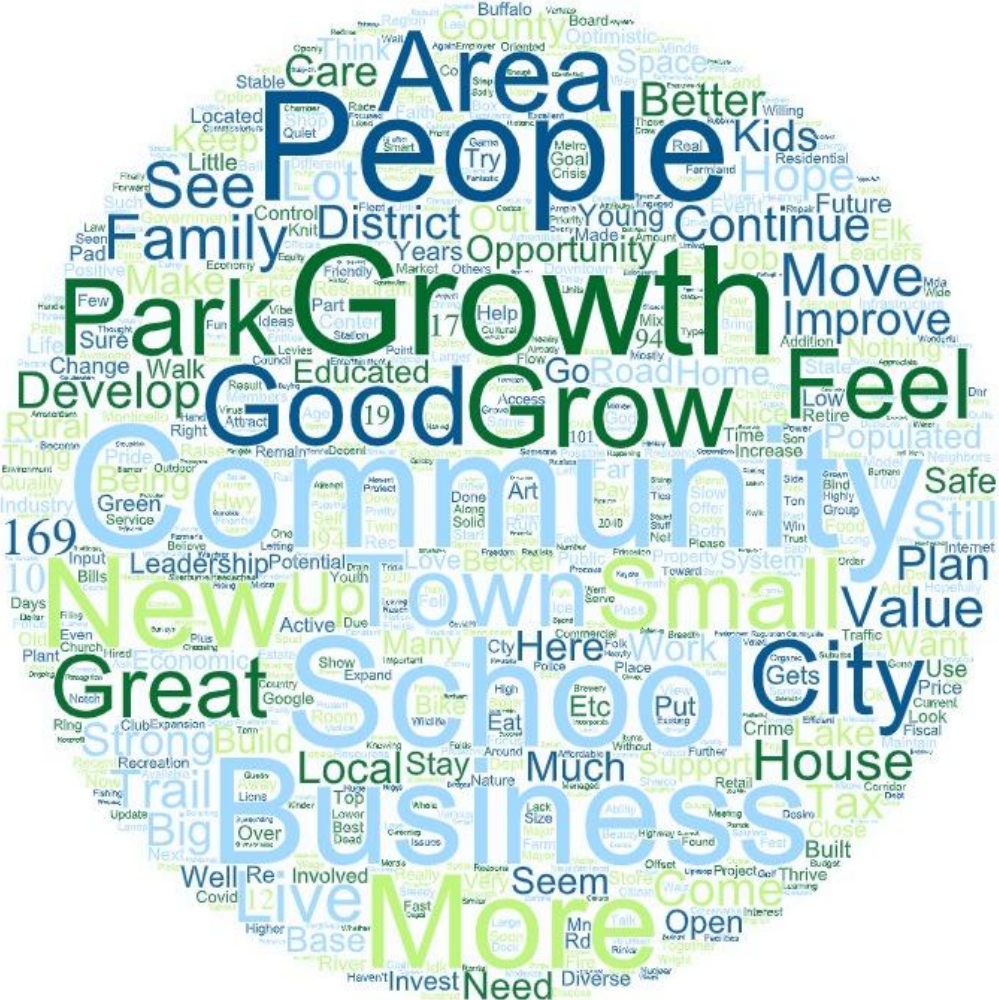
Round 1 engagement selected questions

- **Collected responses to 18 unique questions**
- **Report offers synopsis of each question**
- **Questions of special interest (rec'd by all)**
 - H. What is needed to meet the region's future employment, educational, housing, or transportation needs? - *Anticipating actions*
 - L. What makes you optimistic? - *Root possibilities*
 - N. What will make this region attractive for people to stay or move here? - *Talent, good growth*
 - P. What are your greatest concerns or questions? - *Mitigation*

Round 1 engagement stakeholder analysis

COMMUNITY

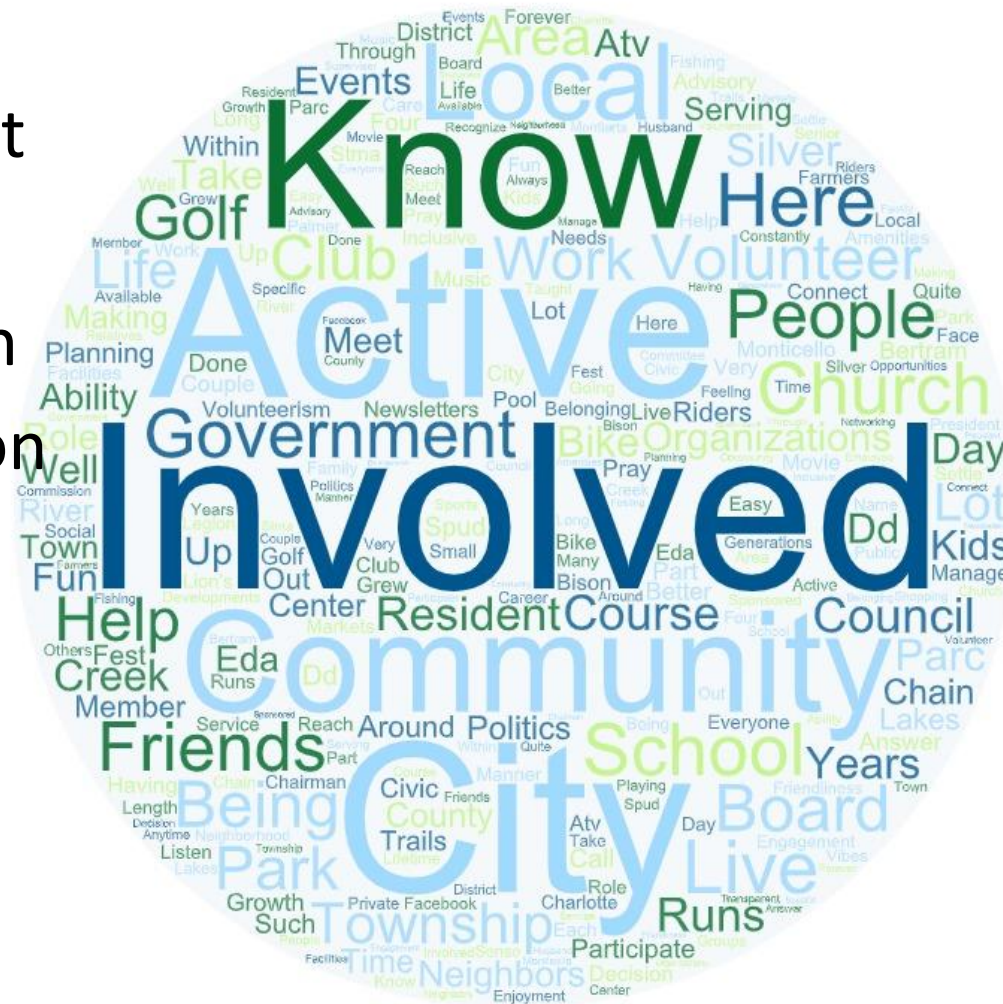
- Small town feel
- Amenities and vibrancy
- Well-planned communities
- Locally-owned small business
- Schools



Round 1 engagement stakeholder analysis

ELECTEDS

- Civic engagement and involvement
- Economic growth and diversification
- Anticipating challenges / proactivity
- Networking solutions



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Leadership

- Collaboration
- Governance
- Strategic thinking
- Proactivity

Let's go through these one-by-one ...

Round 1
engagement
overarching
themes

COMMUNITY

- Connections to people and place
- Small town feel
- Organizations and civic infrastructure
- Education
- Networking our assets or thinking regionally
- Regional identity

“By continuing to uplift and positively speak about our town, schools, and community.”

-Response to “What ways can we make our area attractive?”

Round 1
engagement
overarching
themes

OPPORTUNITY

- Economic expansion and diversification
- Land planning and management
- Vibrant places and spaces
- Youth

“We need to look at a bigger picture of what is possible, not just from government, but from our citizens, and empower them to accomplish their own vision.”

Community Response

Round 1
engagement
overarching
themes

LOCATION

- Advantage
- Demand
- Assets, amenities, and resources
- Regional connections and access

“Really focus on improving the access and use of the River.”

“Making sure the available land for development can meet the needs for business who are looking to located here.”

Community Response

Round 1
engagement
overarching
themes

GROWTH

- Housing
- Connections
- Economic Expansion
- Special projects

“Need more businesses that employ the people who live here.”

Elected Official Response

Round 1
engagement
overarching
themes

LEADERSHIP

- Collaboration
- Governance
- Strategic thinking
- Proactivity

“(We must) create partnerships between government, business and nonprofits.”

Elected Official Response, on leadership dynamics

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Leadership

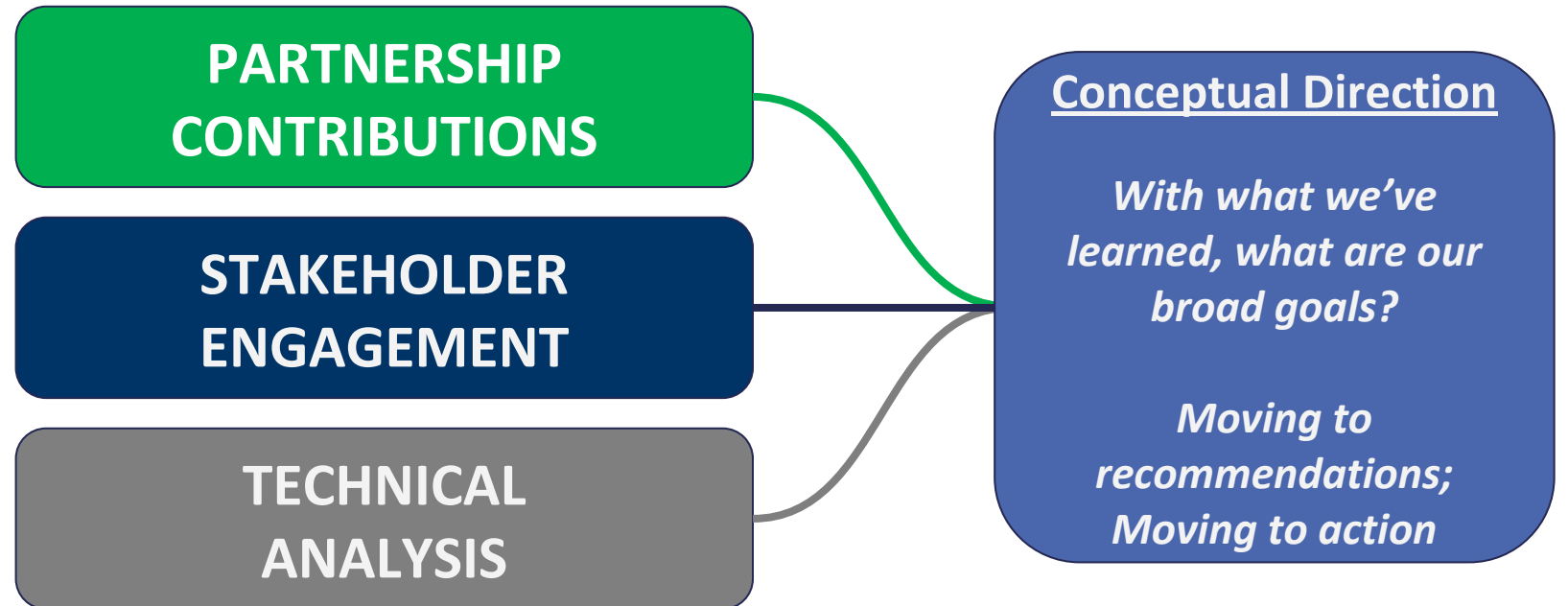
- Collaboration
- Governance
- Strategic thinking
- Proactivity

Let's go through these one-by-one ...

Round 1 engagement next steps

Folding the work together ...

*Ready to take the next step in the process and begin to discuss the conceptual direction and strategies and actions.
How did we get here?*

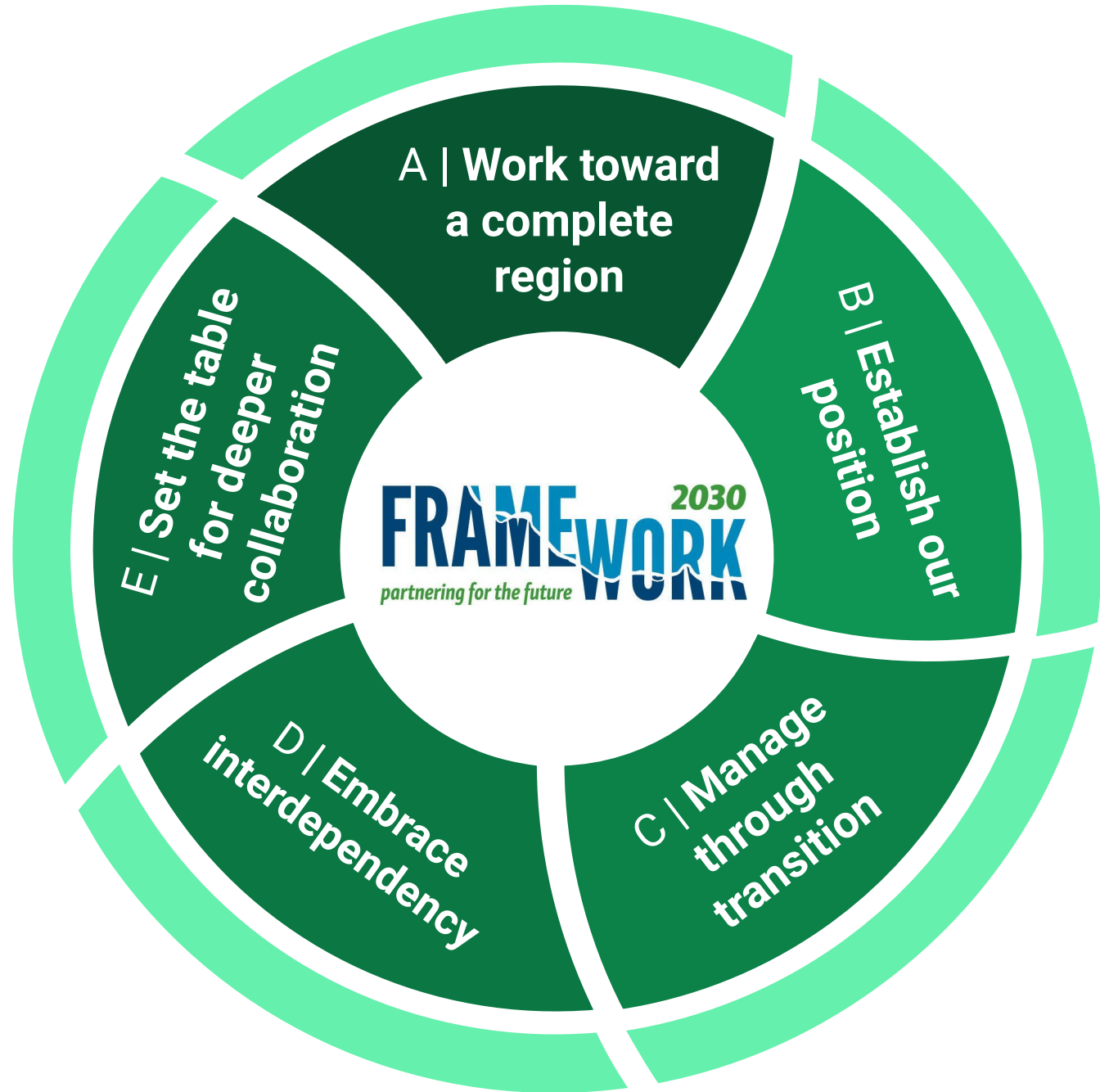


9: Introduce conceptual direction for Framework 2030

Conceptual Direction

- Move from general to specific
- Establish our direction led by a series of higher-order goals / statements
- Reflect the direction provided through the stakeholder engagement round 1
- Incorporate the possibilities revealed through the conditions and trends research
- TODAY
 - Present some ideas
 - Start the conversation
 - Continue the work in September, prepare for engagement round 2

Conceptual direction for Framework 2030



Conceptual direction for Framework 2030



A. Work toward a complete region

Responding to stakeholders

- Expand the quality and diversity of employment opportunities for residents
- Fill out the spectrum of amenities and housing options
- Creating an option for live and work

Based on research

- Increasing mismatch in jobs and housing, housing and jobs
- Limitations in labor pool
- Dominance of public sector employment

Conceptual direction for Framework 2030



B. Establish our position

Responding to stakeholders

- Building on community connections
- Missing regional identity
- Assets are varied, unique and undervalued
- Changes are coming, changes are here

Based on research

- Strong interconnection between the communities of the partnership
- BIG opportunities require a clear articulation of “who we are”

Conceptual direction for Framework 2030



C. Manage through transition

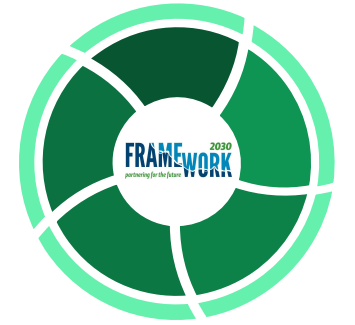
Responding to stakeholders

- Changes are coming
- Opportunity in disruption
- Land planning and management as an area of emphasis

Based on research

- Major disruptions on the horizon (commercial real estate, power plant closure, etc.)
- Demographics are changing

Conceptual direction for Framework 2030



D. Embrace interdependency

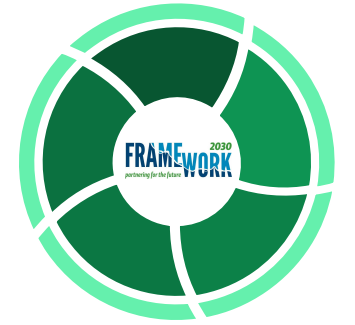
Responding to stakeholders

- Building tighter connections across the river
- A bigger backyard; shared assets and amenities; challenges and responses
- Collaboration
- Getting what we (the region) want

Based on research

- Market area shows a broad, but defined region
- Many of the variables (economic performance, labor, housing, amenities, etc.) are borderless
- Disconnect on land planning and capacity

Conceptual direction for Framework 2030



E. Set the table for deeper collaboration

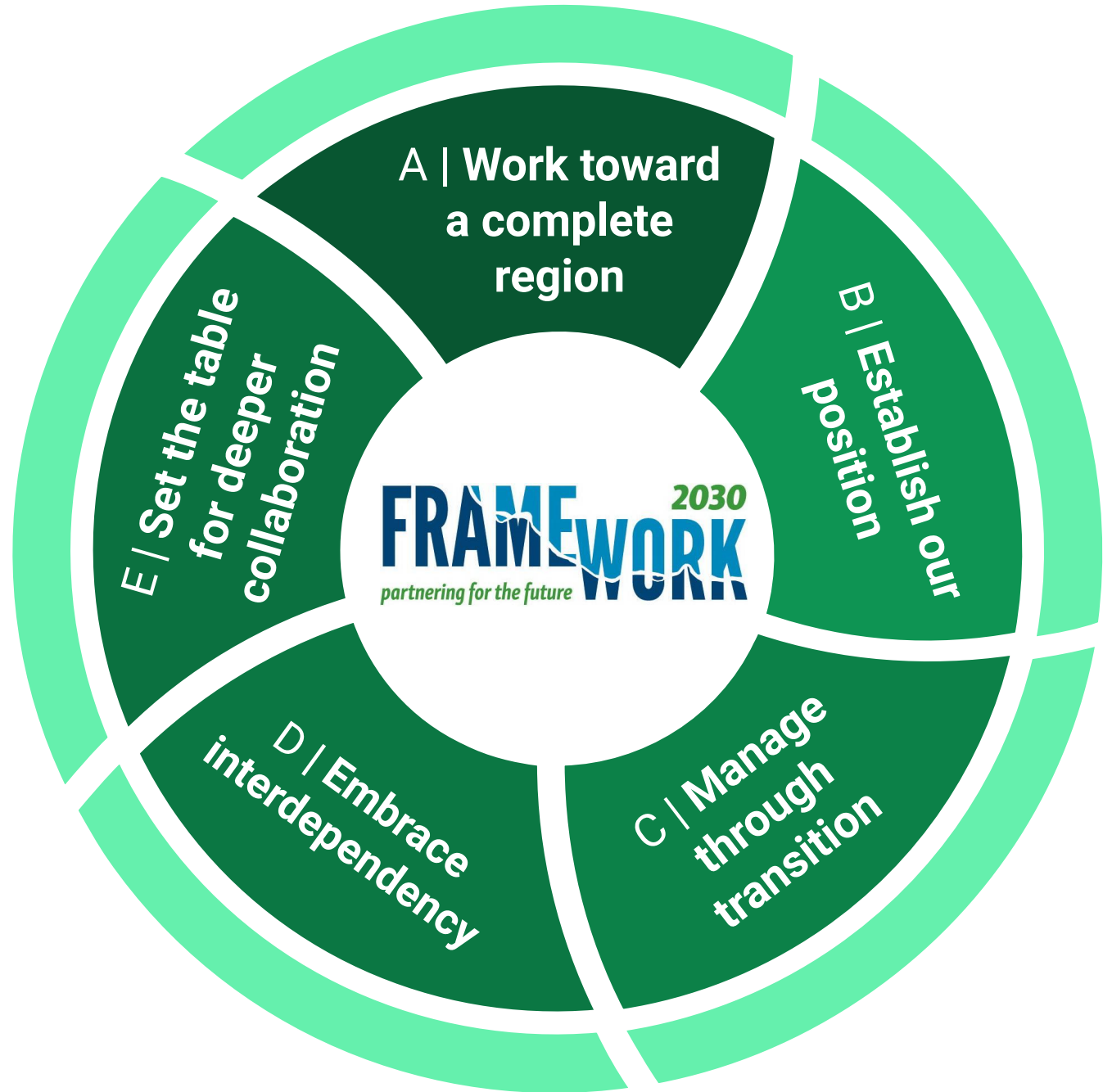
Responding to stakeholders

- Keep up the collaborative work
- Achieve higher-order goals; translate to local, shared wins
- Think strategically, proactively

Based on research

- Special projects require a bigger table
- Wave of funding may be forming, must be prepared when it crashes
- Taking advantage of the location

Discussion



Conceptual direction for Framework 2030

Next Steps

- Incorporate ideas from today's discussion
- Build out possible strategies and actions to realize goals
- Prepare materials and approach for engagement round 2 for broad community testing
- Meet in September to release engagement round
- Partners meet to provide their input

10: Update on July Resolutions of Understanding

- 10. Update on July Resolutions of Understanding**
 - a. All Partner communities have have shared with their full elected boards
 - b. No concerns or issues have been raised through this process.
 - c. Any feedback from Partners or staff?

11: Future agenda items

11. Future agenda items from the Partnership

a.